

## Message from the Regional Administrator

A recurring theme of this newsletter has been change. But never before has that topic been so timely.



This year we have seen friends and colleagues in every Region IV district office depart the agency through retirement, transfer, or to pursue other interests. We are seeing responsibilities and assignments shift as we continue to transform SBA into a streamlined, customer centric agency. At the same time we are being offered new challenges, both as individuals and as an agency. The reality that change has come to SBA is unmistakably clear and with that change comes increased responsibilities.

When we see change as a positive force, constructive action can result. Welcome the changes at hand and look for the possibilities they offer.

Without question, we are being called upon to do great things with fewer traditional resources available to us. I am confident that through ingenuity and creativity we will meet these new challenges. It is incumbent upon every single member of the SBA team to step up our efforts and use our energies toward positive outcomes.

*Nuby*



## South Carolina Tops in 2003 Leads Region IV on Execution Scorecard

The numbers are in and the South Carolina District Office has ranked as the top performing office in Region IV as defined by the SBA Execution Scorecard. Ranking number one in Region IV and number 14 nationally, South Carolina production goal score was 122.04. The region's 2<sup>nd</sup> highest score went to South Florida, which ranked number 20 nationally with a score of 120.78.

In recognition of outstanding performance, the top ranking district in each region will receive special recognition and staff in those top performing offices will receive a Quick Cash and Star award. Regional Administrator Nuby Fowler will be visiting South Carolina in late February to acknowledge the special achievements of the district staff.

South Carolina District Director, Elliott Cooper attributes the ranking to hard work and dedication. "This has been a 100% team effort," said Cooper. "It takes everyone pushing in the same direction to be successful. That is what put us over the top last year."

Helena, Montana ranked Number 1 nationally with the maximum score of 125, followed closely by Phoenix with 124.93. Los Angeles rounded out the top three.

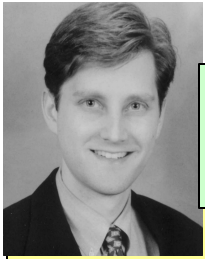
District Office	Rank	Score
<a href="#">South Carolina</a>	14	122.04
<a href="#">South Florida</a>	20	120.78
<a href="#">North Florida</a>	31	118.79
<a href="#">Mississippi</a>	37	118.38
<a href="#">Tennessee</a>	49	114.45
<a href="#">Georgia</a>	55	113.29
<a href="#">Alabama</a>	59	111.09
<a href="#">North Carolina</a>	65	108.49
<a href="#">Kentucky</a>	67	106.44

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# REGION IV BUSINESSES RECOGNIZED

## SBA Jobs and Growth Tour Comes to Region IV



**Alabama**  
Dr. Jason Koenig  
Over the Mountain Chiropractic



**Georgia**  
H. Jerome Jones  
J&B Construction and Services



**Kentucky**  
Randolph S. Hart  
Superior Battery



**Mississippi**  
William McElroy  
McElroy, Ward, and Associates



**North Carolina**  
Manuel Zapata  
Zapata Engineering



**North Florida**  
Susan L. Hartley  
H & R Coffee

On January 26, SBA's 50<sup>th</sup> Anniversary Jobs and Growth Tour made a stop in Jacksonville, Florida. As part of the event, 9 regional small business owners were presented District Director Choice Awards in recognition of their business achievements and special contributions to their communities.

Only businesses who have received SBA assistance were eligible for an award. District Directors in the region selected their award recipient based on degree of success (as measured by sales), their community leadership and their commitment to community services.

Before presenting the award, Regional Administrator Nuby Fowler cited these business owners for turning their dreams into reality, for building successful businesses that are creating jobs and contributing to their communities.

These business owners represent the best of their respective states.

**South Carolina**  
Diane E. Sumpter  
ESA



**South Florida**  
Lance A. Cooper  
Best Equipment & Repair



**Tennessee**  
Patrick J. Stella  
Fire Sprinkler, LLC

# Staff Profile

## Javier J. Barbeite has Miami Wired

Contributed by Thaddeus Hosley, South Florida District Office

Javier J. Barbeite is the Information Resources Manager for the South Florida District Office. He has responsibility for all aspects of South Florida's information technology and communications systems. Working closely with the 36 member district office staff, Javier offers regular training to ensure the maximum use of technology in the delivery of SBA services to the one million small businesses in South Florida. He has been instrumental in developing tracking systems which help the office control and manage work flow .

Always seeking new challenges, Javier plays an active role in the marketing division as a participant in outreach events and other customer-focused activities in the district. He is the web developer for the district's web site.

A native of Brooklyn, N.Y. and of Cuban heritage, Javier is a 10-year federal service employee with the past seven at SBA. He earned a Bachelor of Science degree in engineering from the University of Miami and is a Microsoft Certified System Engineer.



Prior to joining SBA, Javier worked as a disaster assistance inspector with the Federal Emergency Management Agency. He also held a field engineering position with the New York State Department of Transportation.

Javier has earned several SBA employee awards at the national level for his design and implementation of information systems including the budget system for the administration division, and the district's market profile.

He and wife Annabelle, a native of Queens, N.Y., have two boys, age 6 and 2. When Javier is not spending time with his family, he enjoys reading, fishing, and traveling.

### Region IV District Office Goal Attainment Standings

As reported on the Execution Scorecard February 1, 2004

District	7(a) & Micro	504	TEAM	Vets	IT	MMA	MME	8(a) T	SS	ED
Ga.	614	46	681	62	9	509	1	7	2	10,067
S. Fla.	1,159	112	1,229	105	42	3,462	3	3	7	14,586
Ky.	188	15	189	24	4	143	1	0	7	4484
Ala.	105	35	294	18	7	0	0	4	1	7,057
N.C.	287	29	287	49	15	48	1	4	4	663
S.C.	140	21	142	19	4	1,020	2	1	1	3,209
Miss.	141	4	223	16	8	518	1	1	8	2,420
Tenn.	188	8	172	22	2	1,325	2	2	8	9,273
N. Fla.	443	39	425	47	4	3,241	1	2	2	7115
Region	3,321	1,139	3,612	362	95	10,266	12	24	40	54,510

MMA – Government Contracting Matchmaking Appointments

MME – Government Contracting Events

8(a) T – 8(a) Training ED – Counseling and Training

SS – Success Stories

■ On target to meet goal

■ Up to 10% behind

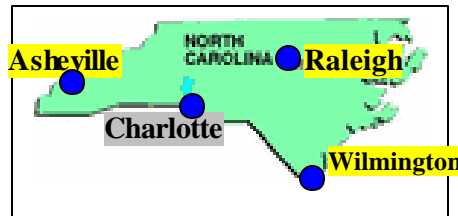
■ Over 10% behind

# NORTH CAROLINA AND SOUTH FLORIDA OPEN ALTERNATE WORK SITES

While SBA moves steadily toward transformation, Region IV pilot offices in North Carolina and Miami continue to offer us a glimpse at the face of things to come. Both offices have opened alternative work sites in the past few months. Because initial feedback has been so positive, other districts within the region and across the country are weighing the prospects of opening similar remote duty stations.

Moving the SBA closer to the communities we serve is central to transformation and a critical element to creating a more customer centric SBA. Alternate work sites give districts the advantage of having someone on the ground in locations not readily accessible to district offices. They enable the agency to strengthen existing partnerships and create new relationships in ways that are not possible under the established organizational structure. Of course the big winners are small businesses in communities serviced by an alternate work sites because they have a single point of contact for all SBA programs and can associate a face with the agency.

North Carolina has filled two of three alternate work sites positions in Asheville and Raleigh/ Durham, with a third position in Wilmington still open.



Alternate work site employees in these positions will staff single person offices at locations provided by a host partner, such as community colleges. With large geographic areas to cover, they will be spending considerable time on the road, meeting bankers, community leaders, economic development officials and small businesses. They will be working to develop new partnerships, particularly within the lending community, and to increase the use of SBA programs.

South Florida's approach has been to develop three marketing teams with assigned geographic areas and to staff

each group with a Team Leader and a team of Marketing and Outreach Specialists. Thus far the team leader position in Tampa and one for the West Palm Beach area have been filled. The third team will work directly out of the district office located in Miami and consist of existing marketing staff. Like North Carolina, South Florida alternate work site staff will represent the agency within their assigned communities on the full range of SBA programs and services.



## Banker Round Tables on Tap

Regional Administrator Nuby Fowler will be traveling to targeted district offices this spring and summer to hold a series of banker round tables. The first scheduled event is South Carolina on February 25. Other events will follow in Kentucky, Tennessee and Mississippi.

The round tables are a part of the Regional Administrator's Jobs and Growth Tour to encourage the expanded use of SBA programs by lenders in the region.

## *Region IV Staff Additions and Re-Assignments Since October 1, 2003*

### **South Florida**

Maurice P. Brazier, Marketing Manager, Area 2  
Robert B. Chavarria, Marketing Manager, Area 3

### **North Carolina**

Ivan Hankins, Raleigh/Cary/Durham/Chapel Hill AWS  
Lynn Douthett, Marketing Manager  
Mike Arriola, Asheville AWS

### **North Florida:**

Ralph Ross, Deputy District Director  
Ed Ramos, NEC BIC Manager

## Establishing Goals can Change Your Life Both at Home and at Work

### Nicknames and Mottos

*Region IV states have a variety of interesting nicknames and state mottos, take a look at these and try to match them to the correct state.*

1. "We Dare Defend our Rights"
2. "Wisdom, Justice and Moderation"
3. "To Be, Rather Than To Seem"
4. The Yellowhammer State
5. The Magnolia State
6. The Tar Heel State
7. The Volunteer State
8. The Palmetto State
9. "United We Stand, Divided We Fall"
10. "In God We Trust"

Remember, your choices are:

Alabama  
Florida  
Georgia  
Kentucky  
Mississippi  
North Carolina  
South Carolina  
Tennessee

**Answers on Page 7**

**To submit articles for  
Inside Region IV,  
please email**

**David Perry, Regional  
Communications Director at  
[david.perry@sba.gov](mailto:david.perry@sba.gov)**

Goals, they keep us focused. They help us through difficult times when the less motivated simply give up. Goals are important because without them we don't know where we are going. In both our personal and business lives, goal setting can make the difference between mediocrity and excellence.

Goals are central to our individual and collective success. When you see worthwhile things being accomplished, it is the result of passion and goal setting. Likewise, the people around you who seem to be getting the most out of life, in all likelihood, have a number of goals simmering at the same time in their personal and business lives.

Goal setting is an important method of deciding what is important for you to achieve in your life. It is a means of separating what is important from what is irrelevant and for motivating yourself to achievement.

"You measure the size of the accomplishment by the obstacles you had to overcome to reach your goals."

**Booker T. Washington**

We are all bombarded with goals, loan goals, counseling goals, workshop goals. You have monthly goals, quarterly goals and those daunting annual goals. Goals can be a source of frustration, but they can also be a useful tool to measure achievement and stay on course.

Remember you should not limit your goals setting to your work at SBA. Spend time setting both personal and professional goals. Your list should include short,  
[See Goals – next page](#)

## Orlando Florida set for 2004 Small Business Week Event



For a week in May, SBA will be setting up shop in Orlando Florida, the home of Disney World, to celebrate Small Business Week 2004. The week's events will include a major procurement matchmaking fair, a senior management conference, and recognition of small business persons of the year and SBA Champion Award winners. The Small Business Week Expo will run from May 19 – 21. This will be the first time in the history of National Small Business Week that the main event has been held outside the Washington Beltway.

# Setting Goals Can Change Your Life

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term quickly achievable goals and more difficult 1, 3, 5, 10 year, or even lifetime goals. You may consider breaking goals down into areas such as artistic pursuits, athletic accomplishments, financial targets, professional achievements, public service, spiritual fulfillment etc.

If you are new to goal setting or an accomplished pro, try out some of these time-tested steps to

successful goal setting and find out what a difference planning can make.

**Create Desire.** Make sure the goals you are working for is something you really want, not just something that sounds good. Listen to the desires of your heart. Desire begins in the mind. But like so many thoughts that run through our heads each day, desires can come and go at a rapid pace. Look to those desires that stay with you, grow inside of you and that are true to your values.

An exercise that may help you get in touch with what you really want is to write out all the benefits and advantages of achieving a goal. Once the list goes between 50 and 100 your goal becomes unstoppable.

**Write it down.** By committing an idea from your head to paper it becomes substantial and starts etching itself into your subconscious. Words are an important part of the thinking process, by transforming your ideas into words, abstract thoughts develop shape, form, and substance. Continue to work on your written goals, refining and improving them.

**Identify the obstacles** you will face in realizing your goal. Will you require special training? Do you need an additional degree or to live in a different region of the country? Incorporate those things into your plan. Also identify what other assistance or tools you may need to be successful.



## Formula for Goal Setting

- Identify your **DESIRE**, you must have it to achieve your goals
- **WRITE** your goal down
- Name the **OBSTACLES** you will face
- Make your goals **S.M.A.R.T.**
- **DEADLINE** your goal
- Have **PERSISTENCE** and resolve
- Keep you goals **CURRENT** and adapt them as your priorities and circumstances change.

Goals should be **straight forward** and emphasize what you want to happen. You may have heard this before, but your goals should be:

**Specific**  
**Measurable**  
**Attainable**  
**Realistic**  
**Timely**

Without **deadlines** or target dates, you have no way to measure results. Measuring progress will help you stay on track. When setting your timeline, make sure you build in safety margins for unexpected delays. This prevents disappointment and discouragement.

Back your plan with **persistence and resolve**. Never give up even when you hit setbacks.

Finally, remember that setting goals is not a one-time-and-your-done activity. Once you have established well defined goals, you must **continue to review and revise** your list and adapt it to changes in your personal circumstances, your life style and changes in your personal priorities.

Obviously if you have a professional goal that is tied to a job you no longer have, you need to replace that goals with one or more goals that apply to your new position.

Setting goals can have an immediate and significant impact on your life. Doing so can improve your productivity, boost your confidence and give you greater satisfaction with life. Commit yourself to giving it a shot.



# *Region IV Staff Departures*

## ***Alabama***

Jack E. Wright, District Director  
Evelyn Jones, Loan Specialist  
George W. "Wheeler" Griffin, Loan Specialist  
Emanuel H. "Zeke" Bixler IV, Staff Attorney  
Donna C. Herron, Loan Specialist  
Erskine L. Valrie, Chief PMD Division  
Marion "Ed" Hudson, Chief FD Division

## ***Georgia***

Carrie Davidson, Staff Assistant

## ***Kentucky***

John Moberly, ADD/ED  
Donna Strange, Loan Specialist  
David Heil, Loan Specialist

## ***Mississippi***

Tommy Traxler, Loan Specialist  
Don Stancel, Loan Specialist

## ***North Carolina***

Barbara Freeman, Assistant Deputy Director, 8(a) Business Development  
Macie Alexander, Business Opportunity Specialist.  
Weylan "Lanny" Loftis, Loan Specialist  
Howard Barber, Loan Specialist

## ***North Florida***

Didier Anderson, Portfolio Management  
Stephen Hale, Loan Specialist  
Phillip Nelson, Chief, Loan Specialist  
Alicia Vakili, Paralegal

## ***South Carolina***

Phil Black - Economic Development Specialist  
Dina Boorda - Attorney  
John I. Brown – Economic Development Specialist  
B. Dean Lorenz – Economic Development Specialist  
Luder Messervy – Economic Development Specialist  
Gregg White – Supervisory Economic Development Specialist

## ***South Florida***

Charles McClain, Marketing Executive

## ***Tennessee***

Ron Reed, Lead Loan Specialist  
Lane Garner, Loan Specialist  
Fred Lee, Loan Specialist

# *Reassignments*

## ***South Carolina***

David Monroe – EDS to Herndon, VA

## ***North Florida***

Anne Williams, Portfolio Management, to Herndon, VA  
Robert Chavarria, Economic Development Specialist, to South Florida DO

## ***South Florida***

Lynn Douthett, Marketing Manager, To North Carolina DO

## PHOTO FILE

# A Day With Administrator Barreto

SBA's Jobs and Growth Tour came to Region IV on January 26. Administrator Barreto was in Jacksonville, Florida for a full day of interviews, a small business roundtable and a luncheon with over 300 SBA partners and small business owners.

Here is a recap of the day....



**6:00 a.m.** Administrator Barreto set for an interview with Phil Amato (Center) on Jacksonville's First Coast News, Early Morning Show



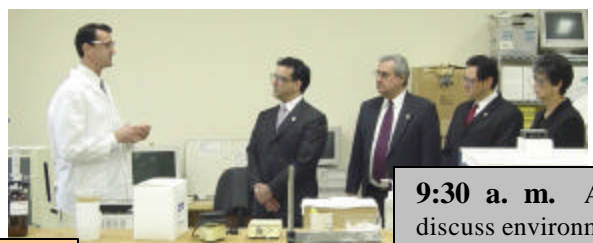
**6:30 a.m.** Talking with Producers at First Coast News after the shoot



**7:30 a.m.** Annette Paulson, BIC Manager, discusses BIC Accomplishments with the Administrator and National Ombudsman Michael Barrera at the Jacksonville Small Business Center



**9:00 a.m.** The Administrator is interviewed by FOX News, Jacksonville.



**9:30 a.m.** Adpen Laboratory owners discuss environmental testing procedures with Administrator Barreto, RA Nuby Fowler and Ombudsman Michael Barrera



**11:00 a.m.** Administrator Barreto, RA Nuby Fowler and N Florida DD Willie Gonzalez (far back right) conduct a small business roundtable with Florida business owners to discuss today's business environment



**12:30 p.m.** Administrator Barreto greets SBA Hall of Fame inductee Dr. Paul Hsu of Ft. Walton Beach, Florida



**1:00 p.m.** Nuby Fowler Announces DD Choice Awardees

**1:30 p.m.** The Administrator stresses the importance of SBA's mission.



Got a shot to share, send it to [david.perry@sba.gov](mailto:david.perry@sba.gov) along with a description of the picture.